

# THE ONLY OFFICIAL DAILY NEWSPAPER FOR THE HANNOVER MESSE!

THIS YEAR AGAIN AS AN INTERACTIVE E-PAPER!

80.000 COPIES + 100.000 NEWSLETTER RECIPIENTS PER EDITION OF THE E-PAPER

THE OFFICIAL DAILY OF HANNOVER MESSE

HOME OF INDUSTRIAL PIONEERS 

## HANNOVER MESSE DAILY

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### Bosch Rexroth gewinnt den HERMES AWARD 2023

Das Unternehmen Bosch Rexroth wurde im Rahmen der feierlichen Eröffnung der HANNOVER MESSE mit dem renommierten Industriepreis HERMES AWARD ausgezeichnet. Die Übergabe erfolgte durch Bettina Stark-Watzinger, Bundesministerin für Bildung und Forschung, im Beisein von Bundeskanzler Olaf Scholz.

In diesem Jahr hat die Jury unter dem Vorsitz von Prof. Dr.-Ing. Reimund Neugebauer, Präsident der Fraunhofer-Gesellschaft, ein Produkt für den dynamischen Robotikmarkt ausgezeichnet. Bei dem nominierten Projekt Smart Flex Effector handelt es sich um ein sensorgestütztes Ausgleichsmodul (Endeffektor) für Roboter mit unabhängiger, präziser

*Fortsetzung auf Seite 3 >*

**INDUSTRIAL Production**

DAY 1

17. April 2023

in f   

WEKA BUSINESS MEDIEN:  
Halle 9, Stand A44

**Inhalt**

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**Heute auf der Messe**

Start des Konferenzprogramms auf zahlreichen Bühnen.

TUROK

Your Global Automation Partner

Trends und Innovationen für IIoT und Industrie 4.0!

Halle 9 Stand H55

HANNOVER MESSE DAILY 2023



Twittern Sie mit! @hannover\_messe

**For best connections**

A networked and climate-neutral industry is the big trend topic at this year's Hannover Messe. Lapp is showcasing its solutions in the field of cable and connection technology for this purpose. Mechanical and plant engineering is an important core market

for the company, where industrial communication and automation are among the biggest challenges. Lapp is showcasing several innovative approaches to industrial transformation: Single pair Ethernet (SPE) is revolutionizing factory networking.



Image: Lapp

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Co-published by:   



Official media partner of HANNOVER MESSE

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PUBLISHED BY

**INDUSTRIAL Production**

IN COOPERATION WITH

**KM KUNSTSTOFF MAGAZIN**  
**automation**

**materialfluss**  
Fachmedium der Intralogistik und Logistik



# HANNOVER MESSE 2024

HANNOVER MESSE 2024

## ENERGIZING A SUSTAINABLE INDUSTRY

Products and solutions at #HM24

22 – 26 April 2024 ■ Hannover, Germany  
hannovermesse.com



At HANNOVER MESSE you can expect you the trends of the industry:

- CO<sub>2</sub>-neutral production
- Energy management
- Industry 4.0
- AI + machine learning
- Hydrogen + fuel cells

HANNOVER MESSE DAILY - the only official trade fair newspaper - reports daily and up-to-the-minute on press conferences, trends, product highlights and innovations. Use this exclusive platform for your advertising presence during the trade fair ⇔ without wastage!

Secure your placement with optional multimedia element now!



# HANNOVER MESSE DAILY MAKES THE DIFFERENCE

22 - 26 APRIL 2024

**NEW!**

Once again this year, it is possible to include multimedia content\* in your advert in the e-paper of the issue on day 1. Use videos, GIF files or logo animations and optionally utilise the new opportunity to interact with the reader and provide them with further information on your solutions, products and trade fair innovations from your company.



You can see the possibilities and how they work [HERE](#) using the example of the first interactive edition.



\*Prices see page 6

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# ***HANNOVER MESSE DAILY MAKES THE DIFFERENCE***

**Successful employees for successful companies -  
the job market in the official daily newspaper for  
HANNOVER MESSE 2024.**

**Job adverts with  
immediate effect!**

“HANNOVER MESSE DAILY”  
gives you the opportunity to  
approach potential employees  
directly at the trade fair. Take the  
opportunity to draw attention to  
your vacancies and meet suitable  
candidates from the industry at  
the HANNOVER MESSE 2024 to  
get to know them



Place your job advertisement now in “HANNOVER MESSE DAILY”  
on all five days of the fair. Circulation: 80,000 copies + e-paper.



**WORLD. LEADING. INDUSTRYSHOW.**



# ***PARTNER OF THE VIP STAGE AT THE HANNOVER TRADE FAIR 2024***

Leading figures and industry representatives will be available to answer questions from the editors of INDUSTRIAL Production, KUNSTSTOFF MAGAZIN, materialfluss and Computer&Automation in numerous public interviews on the VIP stage. These interviews will be recorded in sound and image by our camera team and published on our websites after the trade fair.

As a partner of our VIP stage, we will put you in the spotlight with your company logo.

## **Benefits:**

- Partner logo on the advert in the INDUSTRIAL Production, KUNSTSTOFF MAGAZIN, materialfluss, Computer&Automation and in HANNOVER MESSE DAILY
- Multiple logo placements on the display stands on the VIP stage
- Partner logo on the programme flyer
- Partner logo in the video wall presentation between the interviews



## **Range of coverage:**

- Stand visitors in Hanover on all 5 days
- INDUSTRIAL Production circulation\*: 65,105
- KUNSTSTOFF MAGAZIN circulation\*: 42,495
- materialfluss circulation\*: 16,663
- Computer&Automation paid circulation\*: 31,364
- HANNOVER MESSE DAILY: Distribution to all exhibitors
- Videos on the websites of our media brands

\* Source: IVW, quarter 02/2023

***Price: 4,990,- Euro***  
(NOT DISCOUNTABLE)

**WORLD. LEADING. INDUSTRYSHOW.**

  
**HANNOVER  
MESSE**

# A POWERFUL MEDIUM FOR A POWERFUL TRADE FAIR!

## THE ONLY OFFICIAL!

The only official daily newspaper for **HANNOVER MESSE 2024**, published by INDUSTRIAL Production, KUNSTSTOFF MAGAZIN and materialfluss in cooperation with Computer&Automation is published exclusively in cooperation with the organiser of the organiser of **HANNOVER MESSE - DEUTSCHE MESSE AG**.

## DAILY UPDATED CONTENTS

Every day from **22 April to 26 April 2024**, brand-new content directly from the trade fair for visitors! What goes better with your high-quality products than a high-quality editorial environment?

## INTERNATIONAL CUSTOMER APPROACH

For international trade visitors and exhibitors, the only official daily newspaper for **HANNOVER MESSE 2024** once again includes an English-language section - for "unlimited advertising success". It will also be distributed to over 12,000 international newsletter recipient

## INTERACTIVE E-PAPER

The only official daily newspaper for **HANNOVER MESSE** will be published in **2024** as an e-paper on industrial-production.de, kunststoff-magazin.de, materialfluss.de, computer-automation.de and hannovermesse.de. Thanks to the interactive format, readers can be directed from your advert straight to your website and even be inspired by your multimedia content on day 1.

## COMPREHENSIVE EDITORIAL TEAM

The editorial teams of the renowned trade journals INDUSTRIAL Production, KUNSTSTOFF MAGAZIN, materialfluss and Computer&Automation use their combined expertise to provide top-class content as the perfect source of information for all trade fair visitors and newsletter recipients.

## 100,000 NEWSLETTER RECIPIENTS

Each issue is sent to the newsletter recipients of WEKA BUSINESS MEDIEN and WEKA FACHMEDIEN via stand-alone newsletters. In addition, the e-paper edition is distributed via the DEUTSCHE MESSE AG channels and the social media channels of WEKA BUSINESS MEDIEN and WEKA FACHMEDIEN social media channels.

## 80,000 COPIES

Only the official daily newspaper for **HANNOVER MESSE 2024** will be distributed exclusively to trade visitors and exhibitors in the entrance areas and in the congress area of the exhibition centre - with a print run of 80,000 copies hot off the press.

## CHANGING MOTIFS!

Use the only official daily newspaper for your campaign and use a different advertising motif for each of the five publication days. A brief indication of which motif is to be published on which day is sufficient.

# A MODERN MEDIUM FOR A MODERN TRADE FAIR!

ON ALL FIVE DAYS OF THE  
TRADE FAIR!

**NEW DAILY**

THE OFFICIAL DAILY OF HANNOVER MESSE

HOME OF INDUSTRIAL PIONEERS



# HANNOVER MESSE DAILY

Jetzt für Hermes Award bewerben

Andrea Gillhuber,  
Computer&Automation

**DAY 1**

17. April 2023

**Publication dates:**

daily from 22 - 26 April 2024

For technical production reasons  
only all five issues can be documented.

**Advertising deadline:**

27 March 2024  
(for all issues)

**Print material deadline:**

27 March 2024  
(for all issues)

**100.000**  
NEWSLETTER RECIPIENTS  
PER ISSUE

**Prices and formats for adverts and job market (package price for all 5 days)**

(Booklet format 230 x 300 mm, bleed: 3 mm on the open sides)

Format	4c	Type area in mm	Bleed format in mm	Format	4c	Type area in mm	Bleed format in mm	Special forms of advertising	
1/1	26000 €	210 x 270	230 x 300	1/4 vertical	6,670 €	48 x 270	58 x 300	Flap	41,800 € 115 x 300
9/16 (junior)	14,700 €	156 x 210	167 x 227	1/4 horizontal	6,670 €	210 x 63	230 x 77	Island ad title	16,850 €
1/2 vertical	13,230 €	102 x 270	112 x 300	1/4 2 column	6,670 €	102 x 132	112 x 147	Island ad	11,550 € 48 x 75
1/2 horizontal	13,230 €	210 x 132	230 x 147	1/8 horizontal	3,360 €	102 x 63	112 x 77	Centre insert 4-page	24,360 €
1/3 vertical	8,970 €	66 x 270	76 x 300	Millimetre price	16,00 €			Inserts	Price on demand
1/3 horizontal	8,970 €	210 x 86	230 x 100	<b>Prices for media integration integration (for day 1)</b>				<b>Prices for all five days.</b>	
				Video, GIF integration, logo animation € 250 each					

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**SECURE PLACEMENT NOW IN ALL FIVE ISSUES  
OF THE ONLY OFFICIAL DAILY NEWSPAPER FOR  
HANNOVER MESSE 2024!**

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